

## Chemical Stockpile Emergency Preparedness Program Public Affairs Integrated Process Team (IPT)

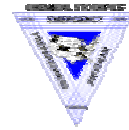
Chicago, IL  
December 5-7, 2000

### Day One

#### Welcome – Steve Horwitz/John Yaquiant

#### Administrative – Steve Horwitz/John Yaquiant

- Introductions
- Things to see and do in Chicago
- Thin Army group this week (Dennis ill, Marilyn unavailable, Jeff busy, John planning conference)
- Brochure update – all brochures were shipped on 11/29/00 (98,900 brochures shipped)
  - Still working on brochure inserts (SIP, evacuation, agents)
  - Any changes, E-mail to Linda Zander by 1/15/00
  - If you don't get brochures by next week, let Linda know
- State Director's Meeting 11/17/00 (feedback)
  - Good response from Russ Salter and Denzel Fisher
    - Impressed by scope and areas addressed
    - Well-focused
  - Dan Civis agreed that progress was made
  - LTC Lantzer also impresses, in particular performance measurement issues
  - Brochure preview went well
  - Umatilla commercials also well received
  - Scored points on breadth and scope of accomplishments
  - Briefing slides will be sent to everyone next week
    - Thanks to those who helped prepare the slides
- Agenda overview
- Group dinner Wednesday evening
- Invitational travel issues
  - There is another solution that may be the most inexpensive
  - County level people may be able to access travel tickets from state
  - Shouldn't tickets be covered in the IPT meeting price?
- More details on Alabama tomorrow afternoon
- CHIPPM (Center for Health and Preventative Medicine) – Risk Communication presentation
  - AEGL (Acute Exposure Guideline Levels)
  - Explaining AEGLs



- Presentation is for people like the PIO group
- Using IPT as a sounding board
- Chance to directly impact risk communication messages

### **Strategy Development (AJ Grant)**

- There is a large amount of media coverage in CSEPP
- Things can change quickly
- Strategy developed based on last meeting's input

### **Day's Agenda**

- Ground Rules to make this day and a half effective
- Review and build strategy and tactics
- Develop short-term and work to long-term
- Implementation issues
- Local adjustment to national program
- Anticipating the destructive responses (remedies and discussing the issues)
  - Expect the unexpected
- Brainstorming on the message
- Clarify tactics and timelines
- Develop end vision

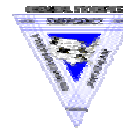
**Today's Focus:** Refining messages and tools (mixing old and new materials)/Developing Tactics

### **Game Rules**

1. Go where the group needs to go (as long as end result is in focus)
2. Try and think differently than you normally do
  - Stepping out of box
  - Public Campaign (think of it from 6<sup>th</sup> grader, mom and dad, grandparents point of view)
3. Focus on the day's task (parking lot other issues)
4. Have Fun!

### **Review of Last Episode**

- Campaign theme – Ready, Get Set, Act
- Umbrella to drive new campaign
- Examined strengths and vulnerabilities
- People-orientated nature of the strategy



- Ground work needed

## **Review Strategy**

What are your initial thoughts?

What are the important parts?

What is key for your site?

Take a look at the big picture/framework.

Look at the soundness of where we are going and how we are getting there.

Let's challenge each other on what does/does not work.

Task for group – National Conference as a critical date

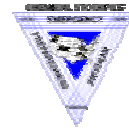
Reality vs. Wish category (what can we do and what is an impossible task)

## **Initial Thoughts on Big Picture**

- *See Draft National Plan*

## **Additional Comments**

- This document is not gospel – it is a working document
- Need to review plan locally at sites
- Plan based on bringing the outside in
- National Action Plan will be new Element at each site (how will this affect the overall equation)
- Shouldn't "Communications Objective" include IPT mission
- Public point of view – public doesn't distinguish between different organizations (ARMY, FEMA, DEMIL)
- Umatilla campaign has focused on gaining awareness (apathy, false alarm) AND then beginning education
- Maximizing impact means starting where the public is
- Umatilla "Jim Sterns" story – winning over past antagonists
- Slogan to consider – "Making Chemical Weapons History" (in consideration with JCADS finishing destruction)
- Who determines what PIOs respond to and how quick the response is
- National campaign, but it MUST have a local feel
- Need to examine resources (both dollars and materials)
- Short-term goals vs. long-term goals



## **National/Local Fit**

## **Managing Campaign Locally**

## **Remedies and Diffusing Issues**

## **Building the Campaign**

## **Tactics/Brainstorming**

## **Group Check-In**

### **Small Group Sessions**

- 5 areas under examination relate to Campaigns 1 – 5
- Look at goals, messages, issues, role of campaign, risk and responsibility, tactics, audience, timeline, resources

### **Group 1: Campaign Prep (How do you bring all players on the team together?)**

#### **Goal:**

**Audience:** PIOs (Army, state, county, outreach); Mayors, Commissioners, City Governments, FEMA Region, Congressional Representatives, CACs, Chamber of Commerce, Local Personalities, Churches, Schools, Civic Clubs, Realtors, Bankers, Activists, Public Safety Officials, Emergency Responders, Media, County Courts

#### **Messages: (to activists)**

- The stuff is here, there is nothing we can do about it; BUT we all agree that we need to protect and educate the population. (Public safety as the message.)
- Ask activists how they would approach the public; what messages would they use?

#### **Tactics:**

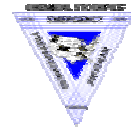
- Invitational letter to meet and talk about issues
- Face to face (sit-down) communication with activists
- Follow-up with handouts and thank-you notes (personal touches that show respect)
- Keep them updated
- Try and get their commitment
- Close the deal (what are they willing to do?)

#### **Timeline:**

#### **Issues:**

- How do you bring group together and keep them well informed (web-site possibility)
- How do we maintain communications? (mailers, E-mails, phone calls)
- How often?

#### **Resources:**



## **Group 2: Focusing on Enhancing Dialogue (Ongoing Process)**

**Goal:** To promote the campaign message to as many people in the community and to better use participants

**Audience:**

**Messages:** We need your help in educating the community to be better prepared in the event of an accident (need your help to make community safer)

**Tactics:**

- Key participants and targets
- Page 8 of National Strategy and coloring books

**Timeline:**

- From start (works with press)
- Employees involved in participation (dialogue)
  - E-mail, newsletters, employee meetings
  - Outline/goals of campaign

**Issues:**

- Overcoming government distrust
- Apathy of community leaders and the public
- People are too busy – public/partners lack of time
- Funding

**Dealing with issues:**

- Promoting existing positive actions (accomplishments)
- Pick the right spokesperson
- Apathy – public safety is everyone's responsibility
- Preparedness doesn't require a lot of time – AND it is worth the safety of your family and yourself (ex. Winter car maintenance, planning a trip, etc.)
- Building relationships with key audiences (enlisting support)

**Spring Board Events**

- Siren testing
- Exercises
- School events (TV stations/radios)
- CSEPP Awareness Week (Ready, Get Set, Act Week)
- Letter to the editor

**Resources:**

- Funding (justification to senior management)

## **Group 3: Program Effectiveness – Launch Ready, Get Set, Act**

**Goal:**

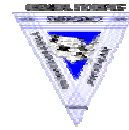
**Audience:**

**Messages**

- 

**Tactics**

- Businesses



- Survey of awareness, policies, plans for SIP or evacuation
- Offer to help them develop a template to take action
- Provide materials to realtors for new residents (try to put it in a positive spin)
- Sell story of “our community”
- Employees
  - Go to large conglomerates
  - Safety fairs at large businesses
  - Handout
  - Articles for business newsletters
- Schools
  - Interactive kid games (kids get involved when they think they are having fun)
  - Handouts for kids to bring homes
  - Coloring books
  - Family-friendly material
  - Teacher lesson plan

### **Timeline**

#### **Issues**

- Program effectiveness
- Transient population

#### **Resources**

#### **Spring Board Events**

- Exercises
- CSEPP Awareness Week
- Army Appreciation Week

## **Group 4: Focus on Making EM Group Part of the Community**

**Goal:** Be acknowledged as an asset to the community

#### **Audience**

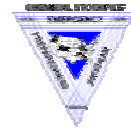
- Community leaders
- Community groups
- Community institutions

#### **Messages**

- Jobs
- Public safety is our foremost concern
- We know our business
- We have been a good and responsible employer
- We are ready 24 hours 7 days a week

#### **Tactics**

- Have a good working relationship with the local media
- Consistent messages
- Talking points for team
- Editorial boards/talk radios
- Leave behind pieces



- Cover letter with direct mail piece (letter signed by county commissioner, Army, and EMA director)
- Ad that is a pledge to the community
- Public pledge (ad or letter)
- Synced calendars
- In-home piece (Is the calendar the best tool?)
- Inserts with phone or gas and electric bills
- Motor vehicle inserts

#### **Timeline**

- Coordinate with community events/milestones/anniversaries

#### **Issues**

- False Alarms (EM community competence)
- Percentage of community prepared vs. those unprepared (incomplete understanding of protective actions)
- Lack of overall environmental concern (they just want to get rid of the stuff)
- Local elected officials with personal agendas

#### **Dealing with Issues**

- Respond quickly and publicly (need to establish a policy on this) (helps to alleviate the us vs. them mechanism)
- Adversarial story in the paper
- Develop a pre-scripted OOPS press release (bomb threat, leak, false alarm, etc.)
- Employee notification to employees
- VIP releases (early messages to key people – inside scoop)
- Quick counterpoint to opposing points of view (when do you respond and to what)
- Central and joint communications internally about an issues (key spokesperson)
- Consistent message
- Make use of public/community forums
- Rapid response (speed and accuracy build community credibility)

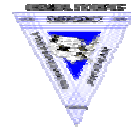
#### **Resources**

## **Day Two**

### **Continuing Strategy Development (AJ Grant)**

#### **Additional Feedback from Day One**

- Concern with final strategy – it needs to semantically reflect what has happened in program in last 10 years – i.e. we need to redefine and strengthen, rather than reinvent
- We are now going after the folks we haven't reached yet (a note in the campaign should be that we have ALREADY reached a lot of the population)
- We are not in the CSEPP home stretch – need to finish the program safely and soundly



- CSEPP is a MEDIA visible program – lots of reporters are interested in what we are doing – reporters may try to find our “written plan” – SO, we need to identify the positives (what we feel good about) AND what still needs to be done – make sure past history is reflected in the document
- There has been a lot of time, money, and effort getting to people, BUT there are still those that are uninformed – And as public affairs people whose primary concern is public safety we need to re-focus our campaign to reach those people (for example, single mothers who have trouble getting food on the table)
- Non-stockpile is also an issue (we might not necessarily be gone by 2005)
- Concept of concentrated effort (i.e. Toys ‘R Us at Christmas)
- PMCD paid advertising – what is their advertising budget?
- Reasonable people with will respond in a reasonable way if given a reasonable amount of information (however, you are never going to reach EVERYONE)
- How do we address those people who choose to put themselves at risk?
- The goal of reaching as many people as possible could have good budget implications
- Examine how much is being spent per person for communication
- ALSO – look at how much money has been spent on sirens, computers, etc. BUT how much has been spent on communication?
- The key to making sirens, TARs, computers work effectively is having people RESPOND appropriately
- December 18 is the tentative date for Draft National Plan proposal to CSEPP senior management (we may try and push this back a few days)
- IPT wants to be able to provide feedback on final document before it is presented to CSEPP senior management
- Process, rationale, steps are important part of National Plan

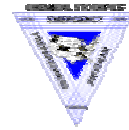
### **Site Application of Campaign / Implementation Issues (Index Cards)**

1. Anticipate level of success/outcomes (1 failure to 7 success)
2. Rate your external starting point (1 poor to 7 excellent)
3. Rate your internal starting point (1 poor to 7 excellent)
4. Identify site anniversaries/sleeping issues
5. Identify key supporters/antagonists
6. Strong points you can build on
7. Top (5 to 7) questions that will arise (can be general or specific)
8. Identify top communications issues in the next 30 / 60 / 90 / 180 days
9. First local step

### **Aberdeen**

1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 5

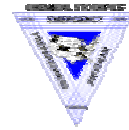




2. Rate your external starting point (1 poor to 7 excellent)
  - GOOD
3. Rate your internal starting point (1 poor to 7 excellent)
  -
4. Identify site anniversaries/sleeping issues
  - False Siren Oct 99
  - Demil start-up 2004
  - Sleeping issue – Landerick Creek
5. Identify key supporters/antagonists
  - Supporters – RAB members, Aegis, County Executive
  - Antagonists – CAC Linda Koplovik, Mike O’Hern
6. Strong points you can build on
  - Strong stockpile/disposal outreach program
7. Top (5 to 7) questions that will arise (can be general or specific)  
**External**
  - Why don’t overpressurization programs work?
  - Which is more dangerous – stockpile or nonstockpile?
  - How many errant sirens have you had since installation?  
**Internal**
  - Why are you starting now?
  - Who’s paying?
  - What do you hope to accomplish?
8. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  - Local survey
9. First local step
  - Get participation/support from the state and counties

## **Anniston**

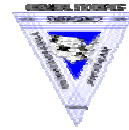
1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 5-6
2. Rate your external starting point (1 poor to 7 excellent)
  - POOR-GOOD



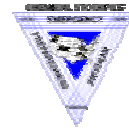
3. Rate your internal starting point (1 poor to 7 excellent)
  - POOR-GOOD
4. What could go wrong?
  - Leak/release
  - Other unrelated events at Depot
  - Disagreement between Depot/CCEMA
5. Identify site anniversaries/sleeping issues
  - Scheduled start-up
  - TARs installed
  - Sleeping issue – ADEM permit, Governor's sign-off, Impact \$, Road \$, Disagreement between Depot/CCEMA, Guidebook
6. Identify key supporters/antagonists
  - Supporters – EMA, Army, Some elected officials, Responders
  - Antagonists – Activists, Environmentalists, Some elected officials, Hospital representative, media, CAC
7. Strong points you can build on
  - Disaster planning and response capabilities
  - Warning capabilities
  - Communication capabilities
8. Top (5 to 7) questions that will arise (can be general or specific)  
**Internal**
  - How much input will local EMA have?
  - When will we start?
9. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  - Evac/SIP
  - 24 hour staffing
  - Leakers
10. First local step
  -

## **Blue Grass**

1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 5-6



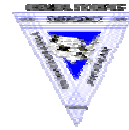
2. Rate your external starting point (1 poor to 7 excellent)
  - GOOD
3. Rate your internal starting point (1 poor to 7 excellent)
  - FAIR
4. What could go wrong?
  - Campaign would receive little or no support from local city government
  - Local activists could go to the media and call the campaign a waste of tax dollars
  - Assumption that campaign is being used to promote incineration
  - How come it took so long to start a campaign?
5. Identify site anniversaries/sleeping issues
  - Annual exercise
6. Identify key supporters/antagonists
  - Supporters – School system, county judge, emergency responders
  - Antagonists – CAC, common ground, ECU students
7. Strong points you can build on
  - Most people are aware of CSEPP
  - Most people know about the sirens/TARs
  - Most people know that EMA uses warning systems for weather and other emergencies
  - EOC name recognition
8. Top (5 to 7) questions that will arise (can be general or specific)  
**Internal**
  - How much is this costing?
  - Who is paying for it?
  - Why start a campaign now?
  - Why not 10 years ago?
  - Will this campaign better educate residents?
9. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  -
10. First local step
  - Meet with and sell campaign to local officials/supporters/antagonists



## Newport

### Pine Bluff

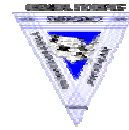
1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 5-6
2. Rate your external starting point (1 poor to 7 excellent)
  - 5
3. Rate your internal starting point (1 poor to 7 excellent)
  - 6
4. What could go wrong?
  - TARs can lead to credibility issue
5. Identify site anniversaries/sleeping issues
  - Incinerator construction
6. Identify key supporters/antagonists
  - Supporters – Jack Jones, WH Mayor, QC
  - Antagonists – Political activists, WAND, CWWG from outside
7. Strong points you can build on
  - Credibility is high
  - People know to tune to EAS for further instruction
  - Zone knowledge/SIP procedures could be improved
  - This step would be a success in the IRZ (residents are already receptive to past messages)
8. Top (5 to 7) questions that will arise (can be general or specific)  
**External**
  - Where will I go?
  - Is there really danger?
9. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  - Need volunteers
  - Evacuation/SIP
10. First local step
  - Prepare team and supporters for campaign



## **Pueblo**

### **Tooele**

1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 5-6
2. Rate your external starting point (1 poor to 7 excellent)
  - 5
3. Rate your internal starting point (1 poor to 7 excellent)
  - 3-4
4. What could go wrong?
  - Developing a campaign for TV, but the news media refuses to pick up freebies
  - If it hits TV, which covers the whole state, it could arouse more activists
5. Identify site anniversaries/sleeping issues
  - May 8 stack release
  - Approaching total destruction of GB agent
  - Just passed 50% of total weapons destruction
6. Identify key supporters/antagonists
  - Supporters – Gary Griffith, Chamber of Commerce, Mayor Bateman, Mayor Charlie Roberts, Delegates
  - Antagonists – Jason Groenwald (FAIR), Chip Ward (FAIR), CWWG, Sierra Club, Remi Barron (Fox 13)
7. Strong points you can build on
  - Incinerator milestones
  - Strong emergency plan
  - Experienced team
8. Top (5 to 7) questions that will arise (can be general or specific)  
**External**
  - Would I need to evacuate?
  - How would I be notified?
  - Is incinerator safe?
  - Are there other alternatives?
9. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  - Other responsibilities that pull PIO away from focusing attention on the campaign
  - May 8 stack release anniversary

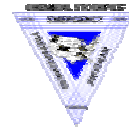


#### 10. First local step

- Uniting the local PA IPT
- Educating them on campaign
- Dividing work load
- Recruiting local opinion makers/allies

### Umatilla

1. Anticipate level of success/outcomes (1 failure to 7 success)
  - 4
2. Rate your external starting point (1 poor to 7 excellent)
  -
3. Rate your internal starting point (1 poor to 7 excellent)
  -
4. What could go wrong?
  - Portland *Oregonian* issues
  - Trumble stuff
  - Depot incident
  - Internal agendas
  - Equipment malfunction
  - Relationship blow-ups
  - Exercise blow-ups
5. Identify site anniversaries/sleeping issues
  - December 30 accidental siren
  - Bomb threats Feb-June
  - Leaks Jan 1
  - Moratoviain (sp?) Jan 6
  - Raytheon Sept 15
  - Dec 15, 2000 Interim report to Gov. from Ex.Rev.Panel (June final report to Congress)
  - Benton county board incident
  - WA TAR Retrieval Oct 1999
  - Bell Atlantic study
  - IEM Umatilla Management study Spring 2000
6. Identify key supporters/antagonists
  - Supporters – Bev Venell, Jim Steatns, Bob Flournoy, Darce Driscon Schools, Bob Caxlson – Sandstone Middle School Principle, Ron Anthony – Columbia Middle School Principle, Bill Harris – Fire Chief, KONA Radio, Craig Scott, Mary Hopkins, Mayor Linda Fox, Hermiston Mayor
  - Antagonists – several Morrow County officials, Wayne Thomas



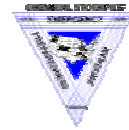
7. Strong points you can build on
  - Media campaign
  - Government board
  - Increased JIS
  - PAZ communities already familiar with emergency management systems
8. Top (5 to 7) questions that will arise (can be general or specific)  
**Internal**
  - How is this any different than what you have done in the past?
9. Identify top communications issues in the next 30 / 60 / 90 / 180 days
  - Internal communications
  - Sleeping Issues/Anniversaries
10. First local step
  - Sync workplan with stakeholders
  - Test drive via media campaign
  - Government ready

### **Internal Issues**

- National Strategy needs to address internal communications issues
- Needs to address changing people's perceptions
- Pressure from the top may help with internal buy-in at some sites, but not at others
- Ownership of strategy (getting ideas internally) may help others buy-in
- Internal concerns blocking acceptance
  - Time is an issue
  - "If it ain't broke don't fix it"
  - Not enough resources
  - Other things are priorities
  - How will this impact public preparedness/perception and help our image?
  - How are you going to measure this?
  - What is in this for me?
  - What sort of outcomes are you looking for?
  - What are the side effects?
- Need talking points to share with internal audience
- Need measurement to demonstrate the need for new strategy
- Need justification for communications to internal audience

### **What can go wrong**

- An actual incident of some real substance that CSEPP doesn't respond well to
- TARs/Sirens/Reader Boards don't work



- False alarm
- Stack release
- Overpressurization systems don't work
- Internal relationship blow-ups
- Other agendas
- Being pulled by different strings (time commitments)
- Adverse media
- Lack of media interest
- Other depot incidents
- Leakers that aren't reported
- Other unrelated environmental incidents
- Non-stockpile moving into stockpile
- Natural disaster in the area that CSEPP officials respond to and it doesn't go well (dust storm)
- Activist conflicts about incineration (Army is trying to sell incineration)
- Activist conflicts about other disposal methods
- Disgruntled employees (whistle blowers)
- Injury or death

### **Need to examine solutions to these possible problems**

- Quick responses
- Honest answers
- Sharing facts as soon as they are available
- One spokesperson
- Consistent messages

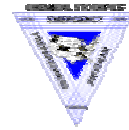
### **Anniversaries (positive and negative)/Sleeping Issues**

- Breaking ground for disposal facility
- False alarm (Umatilla December 30)
- Stack release (Tooele)
- Total destruction of GB (Tooele)
- Finish burning rockets (Tooele)
- JCADS completion
- Recommendation for changed protective action changes (Anniston)
- 60 minutes story (Fall 1998)
- Government signing permit to start burning (Umatilla Final Report June 2001)
- Inspector General reports from site visits

### **Supporters/Antagonists**

- How can these people be used constructively?





- Must tell our supports what they need to say/do (be careful not to be overbearing)
- Identify supporters and tell them what they can do to help (be clear)
- Activists (find out about their concerns/ideas)
- What is the common ground?

## **Top Five Questions that Will Arise**

### **Internal**

- How much input will we have in this campaign? (from locals)
- Why are you starting now instead of several years ago?
- What do you hope to accomplish?
- How is this different than previous efforts?
- Who is paying and how much is it going to cost?

### **External**

- How will I be notified?
- What does SIP mean?
- How much time will I have to SIP/evac?
- How long do I have to stay in the shelter?
- When can I go home?
- Where does SIP come from?
- Who else Shelters-in-place?
- How much will kill me?
- Will one drop kill me?

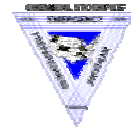
\* Each site needs to send information on evacuation and SIP with the goal of developing a common ground question and answer sheet/we will also coordinate with Mike Myirski

\* Possible topic for next meeting is to address SIP/Evacuation

- Finding answers for these SIP/Evacuation questions will be a new issue that this campaign may address for the first time (may help sell it to internal audience)
- Need different answers for these questions based on the interest/educational level of the audience (what do I need to do? Why? Prove it.)
- Answers need to come with empathy and understanding

## **First local step**

- Talk to internal players
- Work with PIO internal circle
- Test drive some of the ideas that have been floated



## **Message Credibility**

- *See handout*
- Your message credibility is based on Trustworthiness, Knowledge, Dynamism
- Analyze your strengths and weaknesses
- Try and work with those who fill your weak areas and vice versa
- Build a speaking team based on strengths and weaknesses
- Rely on your strengths

## **Performance Measurement**

**Stretch measures** – those that are particularly stringent (if you reach them, you may get some bonus money)

### **Step 1: Preparation (linking arms with internal members)**

Performance Measures

1. Meet with 10-14 people (internal/external)
2. Write thank you notes, leave materials behind
3. Internal network for information sharing (intranet)
4. 2 focus groups

Stretch Measures

1. Joint pledge of team members
2. Establishing media contacts and working with them on a regular basis

### **Step 2: Focus on Enhancing Dialogue**

Performance Measures (external)

1. 3-5 presentations about the campaign to community organizations/attend organization meetings
2. 3 public official briefings
3. Develop blurb for local organization newsletters (rotary, elks club, PTA) -- Get 1-2 placements in local organizations publications

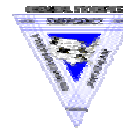
Stretch

1. Positive feature article which mentions new campaign

### **Step 3: Being Part of Community**

Performance Measures

1. Establish VIP press release list (sent to VIPs before media)
2. Have someone represent your group at high profile community events (ex. ground breaking at new hospital, Rely for Life)
3. Wear your “Ready Team” badge and get 5 questions from the public



4. Card that says call for “Get ready tips”
5. Collect 10 business cards and follow-up with call/meeting
6. 2 community groups (24 people) participate in annual exercise

Stretch

#### **Step 4: Program Effectiveness – Launching Ready, Get Set, Act**

Performance Measures

1. 4-6 presentations to businesses/schools/employees
2. 2% to 3% survey of businesses to see if they have evacuation/SIP plans/provide materials to employees’ families
3. 1 “Brown Bag” lunch with the Chamber of Commerce
4. School field trip to ring the monthly siren test
5. 2 articles in local paper (kids ringing alarm & meetings with businesses)

Stretch

1. Short readiness quiz (general public/businesses/schools)
2. 1 article on quiz results
3. Sign up 1% to 2% of businesses as “CSEPP Ready”

#### **Step 5: Risk and Responsibility**

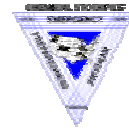
Performance Measures

1. Media articles
2. Focus groups

AJ will look at this step further.

#### **GENERAL NOTES**

- Focus Group guidelines (AJ and Nicole will gather and share information on this)
- Different parts of campaigns will overlap with each other
- Campaign is not fully developed – still needs to be fully developed
- Process and basic plan have been addressed (substance is missing)
- Messages in plan need to be addressed by the group
- Tactics in plan need to be addressed by the group
- ACTION ITEM - IPT members need to submit their 7 or best promotional materials to Nicole
- Meeting about Alabama tentatively scheduled for the first week in December
- Things with the budget still need to happen (AJ and Kim will work on it further)
- Ready, Get Set, Act was briefed to State Directors meeting and it received positive feedback
- Theme Discussion (Needs to happen -- ready, get set, act is workable but it has some tweaking issues)
- Can we use PMCD’s phrase “Making Chemical Weapons History”



### **Umatilla Media Campaign (Steve Horwitz)**

- Handout of print ad
- Harvesting ideas from all sites
  - Kids come first
  - Make Time

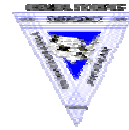
### **Issues, Updates, and Concerns**

#### **Steve Horwitz**

- Handouts
- DoD Press Release about finishing burning at JCADS (November 30, 2000)
- CSEPP Policy Paper (November 19, 2000)
  - By Denzel and Russ
- Article from *Anniston Star* (November 30, 2000)
  - Agreed to 35 km radius of sirens (now involves more than Calhoun County)
  - FEMA will provide 5 emergency workers to be at the depot 24 hrs day (still an issues under consideration)
  - Automated Guidebook will be developed to determine ETEs
  - Some counties are trying to get sirens into PAZs
  - Some areas are looking at using either sirens or TARs
  - Public information effort (will hire a state PR firm that will work with the national PR firm)
  - Scott Adcock (state public affairs director)
    - Planing presentation to find state firm
    - State PR firm needs to mesh with national firm to continue the work that has already been made
    - Value in using local PR/consulting firms to implement local strategies
  - Evacuation / Guidebook information issues
    - Action item – have someone from IEM send out information about Guidebook and its effect on public affairs issues (Nicole)

#### **Jan Odesboo (acting director for FEMA Region V)**

- Welcome
- Thanks for coming
- Let us know if you need anything
- CSEPP is interesting and very important program
- Region V does a monthly training session on various topics (first session was on CSEPP)



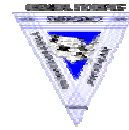
## **Issues, Updates, and Concerns (continued)**

### **Open Discussion**

- Training issues – need consensus of what various training programs/services are available
  - IPT might need to recommend what training needs PIOs have a little further down the road (What is the best bang for our buck?)
- What current materials are under development / who is working on it / when it will be done
  - We don't want to reinvent the wheel if some thing is already under development
- EMIS/FEMIS issues still undecided
  - Credibility needs to be established for Army/FEMA decisions
  - Details are not important as to how this happens
  - Start with simple information – move to more in-depth information
  - Public information challenge is do distill information based on the audience and his/her needs
  - Political differences between natural vs. man made disasters
  - Needs to build trust in emergency management institutions

### **Charter Development**

- Discussion of adding an additional member to the IPT
  - A FEMA Region PIO is the member under discussion
  - This person would have direct contact with the FEMA Public Affairs office
  - Adds an additional level of information flow (National and Regional)
  - Mary Hudak, FEMA Region IV PIO is a possibility
    - Goal is to give complete regional coverage
    - She is involved in Blue Grass and Anniston exercises
    - National folks want her involved in more CSEPP related activities
    - Concern that she hasn't participated in Anniston activities that she has been asked to participate in
    - She oversees more than just Region IV
    - She works closely with congressional districts
    - She has intergovernmental responsibilities (has a broad view of her region)
- It is up to the group to determine if it is needed and who is needed
- FEMA Regional contact at this point
  - Jesse sent documents to program managers of CSEPP regions
  - Said he is the representative – let him know if additional people need to receive information about public affairs IPT
- Concern that maybe we need more people at the ground (county) level – on the group application has been missing
- Counter argument is that states have more representation as it is



- Other concern that although the position may be needed the above mentioned candidate may not be the best choice
  - Shyrlee Fox has excelled in the Pine Bluff area
- Possible realization that we might need a regional PIO (national concern)
- Opinion that additional representation is fine, but the person needs to be dedicated to the best interest of the group

**Motion:** To change second bullet under membership to read “two persons” rather than “one person”

### **Motioned seconded**

9 voting members present – 8 yes and one abstaining

### **Motion passes**

Nominations for additional member:

- Shyrlee Fox
- Mary Hudak

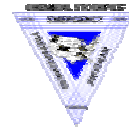
**Motion:** To elect Mary Hudak as the new member to represent the FEMA Regions

### **Motioned seconded**

9 voting members present – 8 yes and one abstaining

### **Motion passes**

- Changes to the Operating Procedures
- Discussion of ways to amend the charter



## Day Three

### **Issues, Updates, and Concerns (continued)**

#### **February Meeting**

- Tentative February 20-23, 2000
- Atlanta, GA

#### **Public Affairs Campaign Discussion**

- The IPT continued a discussion on the proposed campaign theme of Ready, Get Set, Act! Discussion led to stating the theme as:

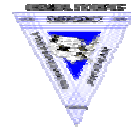
#### **Ready? Get Set...Act!**

- The group discussed the possible uses of the individual words of the expression. Also floated for discussion was the expression ASAP. After several minutes of discussion, the group decided to and expand the use of Ready? Get Set...Act!

### **AEGL Presentation**

Dr. Colleen Weese, USACHPPM made a presentation to the IPT on the use of Acute Exposure Guideline Levels (AEGLs). Following the presentation, members expressed several issues:

- What are the ramifications of AEGLs and existing monitoring equipment?
- How will AEGLs affect existing planning zones?
- A recommendation was made for USACHPPM to release recommendations from the coordinating committee to the CSEPP community before they are published in the Federal Reregister.
- The group asked “why now for the change”
- The group discussed the use of TWAs, AEGLs etc.
- How will AEGLs affect “no effects” planning guidelines
- AEGL is NOT an Army initiative
- Are AEGLs legally defensible?
- With AEGLs...how long to shelter?
- How and when will the Army Apply the AEGL Numbers?
  - When released by the committee
  - When applied by the Army
- Who should best communicate AEGLs, Emergency Management Community or the Army



- It's like a thermometer
- The IPT will maintain contact with USACHPPM to further the dialogue on the AEGL issue.

### **Adjourn**

The group adjourned at Noon